

Art Unit: 3611

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1. A server apparatus for applying a point (incentive point) by which a service can be received in response to an amount of said point to be used in a Web site, comprising:

network means for connection a first apparatus and a second apparatus, said first apparatus being related to a person who shares cost required to provide a service, and said second apparatus being related to a person who applies a point;

applicable point number storage means for calculating an applicable point number based upon a point number responding to the cost shared by the person related to the first apparatus which is notified from said first apparatus, and also an applied point number, and for storing therein the calculated applicable point number;

advertisement storage means for storing therein information used to display an advertisement with respect to the person concerning said first apparatus;

display point determining means for determining a point number to be displayed on said advertisement within said applicable point number in accordance with a predetermined rule;

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Web server means for producing a Web page which displays the advertisement with respect to the person concerning said first apparatus, to which the determined point number has been applied under selectable condition, and for displaying the produced Web page on said second apparatus; and

applied point managing means for storing thereinto said point applied to said advertisement and said second apparatus in relation to each other when the selection of said advertisement is accepted from said second apparatus.

2. A server apparatus as claimed in claim 1 wherein:

said server apparatus is further comprises;

online shopping means; and

said service responding to the amount of said point to be used corresponds to a discount service of purchased goods in the online shopping.

3. A program product capable of operating a computer as such a server apparatus for applying a point (incentive point) by which a service can be received in response to an amount of said point to be used in a Web site, wherein:

said program product causes the computer to execute:

a network process for connection a first apparatus and a second apparatus, said first apparatus being related

to a person who shares cost required to provide a service, and said second apparatus being related to a person who applies a point;

an applicable point number storage process for calculating an applicable point number based upon a point number responding to the cost shared by the person related to the first apparatus, and also an applied point number which is notified from said first apparatus, and for storing therein the calculated applicable point number;

an advertisement storage process for storing therein information used to display an advertisement related to the person concerning said first apparatus;

a display point determining process for determining a point number to be displayed on said advertisement within said applicable point number in accordance with a predetermined rule;

a Web server process for producing a Web page which displays the advertisement related to the person concerning said first apparatus, to which the determined point number has been applied under selectable condition, and for displaying the produced Web page on said second apparatus; and

an applied point managing process for storing therein said point applied to said advertisement and said second apparatus in relation to each other when the selection of

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said advertisement is accepted from said second apparatus.

4. A method for applying to an advertisement viewer, a point by which a service can be received in response to an amount of said point to be used in a Web site, comprising:

a step in which as to cost which is notified via a network from an advertisement provider who shares cost required to provide a service, an applicable point number is calculated based upon both a point number in response to the cost shared by the advertisement provider and also a point number which has been applied to the advertisement viewer, and then, the calculated applicable point number is stored in an applicable point number storage means;

a step in which a point number to be displayed on the advertisement of said advertisement provider is determined within the applicable point number in accordance with a point applicable rule which has been previously stored in the storage means;

a step in which a Web page which displays the advertisement of said advertisement provider, to which the determined point number is applied, under selectable condition to the advertisement viewer, is produced and then, the produced Web page is transmitted to a terminal of the advertisement provider; and

a step in which when said advertisement is selected

by the terminal of said advertisement provider, both the point number applied to said advertisement and the advertisement viewer are stored into a storage means in relation to each other.

5. A point applying method as claimed in claim 4 wherein:
said point applying method is further comprises:
a step for accepting a purchase proposal of goods via a network; and

said service responding to the amount of said point to be used corresponds to a discount service of purchased good in the on-line shopping.

6. A service providing method for providing a service to a customer in response to a point (incentive point) applied to the customer when an order is accepted in on-line shopping for accepting an order via a network, wherein:

a cost sharing person who shares cost as to said service corresponds to a person who invests his money in a sales person who sells goods in the on-line shopping; and

said cost sharing person is separated from the sales person.

7. A service providing method as claimed in claim 6 wherein:
the sales person executes such a process operation

that an advertisement with respect to the cost sharing person is presented under selectable condition to the customer prior to the acceptance of the order.

8. A service providing method as claimed in claim 7 wherein:

a point application to a customer is carried out by accepting the selection of the advertisement with respect to said cost sharing person, which is presented under selectable condition.

9. (Amended) A service providing method as claimed in claim 6 wherein:

the service responding to the amount of said point is to discount a purchase price of the ordered goods.